

ORDER



Orders
Order / Rev: 703802 - 1
Alt Order #: 06259066
Product Desc: OBAMA FOR AMERICA
Estimate: 1537
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	23	\$7,050.00	\$5,992.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	23	\$7,050.00	\$5,992.50	0.00
Totals	23	\$7,050.00	\$5,992.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	8%	\$7,050.00
Market	100%	\$88,125.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	16%	\$14,100.00
WCWJ	0%	\$0.00
WJXT	24%	\$21,150.00
WTEV	24%	\$21,150.00
WTLV	28%	\$24,675.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/30/12	11/05/12	America This Morning	CM	430-5a	MTWT--S	:30	1	\$20.00	P-3	0.00	NM	1	\$20.00
				America This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWT--S		1				\$20.00		0.00			
2	WJXX	10/30/12	11/05/12	GMJ Sunrise	CM	5-6a	MTWTF--	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
				M-F 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$50.00		0.00			
3	WJXX	10/30/12	11/05/12	GMJ	CM	M-F 6a-7a	MTWTF--	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$75.00		0.00			

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WJXX	10/30/12	11/05/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	MTWTF--	:30	2	\$55.00	P-5	0.00	NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$55.00		0.00			
5	WJXX	11/04/12	11/04/12	GMA Sunday GMA Sunday	CM	GMA Sunday	-----S	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$100.00		0.00			
6	WJXX	11/04/12	11/04/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6/7	-----S	:30	1	\$80.00	P-5	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$80.00		0.00			
7	WJXX	10/30/12	11/05/12	The View M-F 11a-12p View	CM	M-F 11a-12p	MTWTF--	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$175.00		0.00			
8	WJXX	10/30/12	11/05/12	M-F 12P-1P M-F 12P-1P	CM	M-F 12-1P (12:00 PM-12:30 PM)	MTWTF--	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$50.00		0.00			
9	WJXX	10/30/12	11/05/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$95.00		0.00			
10	WJXX	10/30/12	11/05/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	MTWTF--	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$110.00		0.00			
11	WJXX	11/04/12	11/04/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$150.00		0.00			
12	WJXX	10/30/12	11/05/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	MTWTF--	:30	1	\$180.00	P-3	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$180.00		0.00			
13	WJXX	10/30/12	11/05/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	MTWTF--	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$150.00		0.00			
14	WJXX	10/30/12	11/05/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MTWTFSS	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTFSS		2				\$150.00		0.00			
15	WJXX	10/30/12	11/05/12	Nightline Nightline	CM	M-F 11:35p-12:05a	MTWTF--	:30	1	\$85.00	P-5	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$85.00		0.00			
16	WJXX	11/04/12	11/04/12	Sports Final 11:30p-12a	CM	1130p-12a	-----S	:30	1	\$70.00	P-3	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$70.00		0.00			
17	WJXX	11/05/12	11/05/12	Mon Prime Other DWTS	CM	8-10p	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,500.00		0.00			
18	WJXX	10/30/12	10/30/12	Tue Prime C PRIV PRAC	CM	10-11p	-T-----	:30	1	\$850.00	P-5	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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18	WJXX	10/30/12	10/30/12	Tue Prime C PRIV PRAC	CM	10-11p	-T-----	:30	1	\$850.00	P-5	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-T-----		1			\$850.00	0.00					
E 19	WJXX	11/01/12	11/01/12	Thu Prime B GREYS	CM	9-10p	---T---	:30	1	\$1,200.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	---T---		1			\$1,200.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	10/29/12-11/04/12	Thu Prime B		9-10p	---Th----	:30		(\$1,200.00)		0.00	NM		
	Credited [cr]														
20	WJXX	11/04/12	11/04/12	Sun Prime B ONCE UPON	CM	8-9p	-----S	:30	1	\$1,100.00	P-5	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		1			\$1,100.00	0.00					
21	WJXX	11/03/12	11/03/12	Prime College Football 758p-1130p	CM	758p-1130p	-----S-	:30	1	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S-		1			\$600.00	0.00					
N22	WJXX	11/01/12	11/01/12	Prime Political Program Prime Political Program	CM	Prime Political Pro	---T---	:30	1	\$1,200.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	---T---		1			\$1,200.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	10/29/12-11/04/12	Prime Political Program		Prime Political Prc	---Th----	:30		(\$1,200.00)		0.00	NM		
	Credited [CR]														
N23	WJXX	11/01/12	11/01/12	CMA Awards CMA Awards	CM	8p-11p, 9-11p	---T---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	---T---		1			\$1,200.00	0.00					
													Totals	23	\$7,050.00